



FAQ: MBA Research Business Futuring Panels

What is a futuring panel?

A futuring panel consists of key senior-level executives from the business, marketing, finance, and hospitality/tourism management occupational clusters. It is typically the first step in the development process for content standards, but it can serve as a stand-alone process to engage business and to inform states' decision-making regarding pathways, courses, and content.

Futuring panels provide a forward-thinking perspective on trends and issues affecting the various clusters. They provide input on skillsets, career pathways, specializations, emerging occupations, recognized credentials, and other pertinent information related to all aspects of the industry.

Who can participate in a futuring panel?

Futuring panel participants are individuals at the executive leadership level, such as presidents, officers, CEOs, partners, division chiefs, vice presidents, and regional or division managers. Individuals need to have expertise about varying career fields within their domain and be able to discuss trends and issues that are shaping the way they do business.

What is it like to participate in a futuring panel?

Futuring panels are daylong sessions, usually 9:00am – 3:00pm. Light breakfast and a lunch are provided. Participants will spend the day in small and large groups to:

- Analyze business trends impacting employees' needed skillsets
- Discuss ethical leadership in business
- Identify emerging careers
- Recommend big-picture topics that employees need to know

What career pathways are addressed in futuring panels?

- **Business Management and Administration cluster**—Business Information Management, General Management, Human Resource Management, Operations Management, Administrative Services
- **Marketing cluster**—Marketing Communications, Marketing Management, Marketing Research, Merchandising, Professional Selling
- **Finance cluster**—Accounting, Banking Services, Corporate Finance, Insurance, Securities and investments
- **Hospitality and Tourism Management cluster**—Restaurant Management, Lodging Management, Event Management, Travel and Tourism Management

What are the benefits of futuring panels?

Futuring panels are designed to be a starting point for the revision and update of business standards being taught in high schools in your state, and across the country. The input you provide helps us guide



educators in knowing what to teach students to prepare them for the workforce. The input you give today—can and will help strengthen the workforce of tomorrow!

Participating in futuring panels is a great way to engage with education and to help support students and educators. Some futuring panel members go on to support education through mentorships, providing real-world learning opportunities, or by being a guest speaker in a classroom.

Being part of a futuring panel is also a great way to network with like-minded executives who are leaders in their fields looking to have an impact on education and the future workforce.

For more information, contact Stephanie King, Director of Business Engagement, at KingS@MBAResearch.org